

Congressional Award for Exemplary Service to the Public  
Approved For Release 2002/01/11 : CIA-RDP84-00313R000100090004-8  
Nomination Format

<sup>1</sup>Name of Nominee: Hetu, Herbert E, group leader\*  
(surname, first name, middle initial)

<sup>1</sup>Job Title: Director of Public Affairs Grade or Rank: SIS-4

Employing Agency: Central Intelligence Agency Organization: Office of Public Affairs

Mailing Address: Washington, D.C. 20505

Brief Description of Exemplary Service to the Public

Reflecting Credit Upon Federal Personnel: In the early and mid 1970s the reputation and the credibility of the Central Intelligence Agency suffered severely as a consequence of events related to the Vietnam war, the Watergate affair, successive Executive and Congressional investigations and the massive leakage of classified information. During this period public confidence in the Agency plummeted, and the need for a vigorous intelligence organization in a free society was seriously challenged on many fronts.

Adopting the spirit as well as the letter of President Carter's call for "openness" in government, CIA instituted a new policy dedicated to the belief that a well-informed and supportive public is essential to the fulfillment of the Agency's mission, and that the public has a right to know as much as possible (cont'd on Suggested Citation Describing the Achievement (not to exceed 75 words): attachment)  
The Office of Public Affairs of the Central Intelligence Agency is cited for its outstanding service to the public since its establishment in April 1978. The office successfully met the unique and difficult challenge of representing a secret organization so as to foster public confidence in the nation's vital intelligence agencies. The exemplary and courteous service of this Office to the public reflects great credit upon the Central Intelligence Agency and the United States Government.

\_\_\_\_\_  
Signature of Agency Head  
(or designee)

Name of Person to Contact  
Regarding Nomination: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Nominations should be submitted to: Incentive Awards Branch, WED  
Office of Personnel Management  
1900 E Street, N.W.  
Washington, D.C. 20415  
(Due C.O.B. 10/17/80)

<sup>1</sup>If group nomination, provide information here for group leader, attach listing for other members of the group.

about the role of intelligence and the responsibilities of CIA.

The new policy had a vital counterpoint: secrets essential to an effective intelligence organization must be protected at all costs. Thus, a major objective was to acquaint the public with this need, and to draw that line in all public activities.

In a sharp departure from previous years, the Public Affairs Office accepted the challenge of establishing a new and innovative program in 1978 designed to let the public learn something about the CIA and what it represents. The program has had a dramatic and highly successful impact, and can be illustrated by the following major activities:

#### VISITATION

Having the public see, hear and talk to Agency employees is at the heart of the program to restore and sustain public confidence. Under the sponsorship of the Public Affairs Office, forty-one unrelated groups -- totaling several thousand people -- visited the CIA Headquarters in 1979 to hear presentations by the DCI or other senior officials on intelligence issues and for candid and forthright discussions of those issues with senior employees. Typical of the groups visiting the CIA's Headquarters complex after working hours were alumni from Princeton, Cornell, MIT, Amherst, and Vassar; the annual convention of the National Newspaper Association, and the Young President's Organization. Public Affairs prepared a highly imaginative audio visual show (multi-projector) that provides the visitors with an interesting and informative overview of intelligence through the eyes of its own employees. An important innovation was initiated for the alumni groups: Agency employees who are graduates of the respective colleges participate in the program arranged for the visitors. The response to this program has been overwhelmingly favorable and has resulted in a greatly enlightened and supportive segment of the American public.

#### SPEAKERS PROGRAM

In 1979 the DCI and the DDCI carried the Agency's message to some 30 major audiences, holding 8 news conferences, and making 5 appearances on radio or TV. Other senior Agency employees, under the sponsorship of the newly established Speakers Bureau of the Public Affairs Office, spoke to some 30 individual groups locally and outside the metropolitan area. The Speakers Bureau is engaged in selecting and training Agency "volunteer" speakers, evaluating requests for speakers and making necessary arrangements, and providing advisory kits and speech outlines to speakers. The program is expanding at a rapid pace as the public's awareness of high-quality Agency spokespersons increases.

DISSEMINATION OF UNCLASSIFIED RESEARCH

✓ Anticipating the ever-increasing public demand for the Agency's unclassified research, the Office established new procedures for making such products more readily available to the public. Arrangements for supplying materials on a regular basis to the National Technical Information Service of the Department of Commerce were completed and greater efficiency was established in the existing outlets at the Government Printing Office and the Library of Congress to facilitate the sale and distribution of these reports. In addition to some 150 major unclassified research reports released annually, a wide variety of maps, atlases, charts and pamphlets are also made available to the public. The Office of Public Affairs has responded literally to thousands of individual requests for such materials.

UNCLASSIFIED BACKGROUND BRIEFINGS

Although the briefing program is not new, the Public Affairs Office has revitalized and expanded this program as a way of reaching the public. Upon the request of a media representative, the Agency frequently provides an unclassified background briefing on substantive issues. The Agency gains no public recognition for the program, but it has won accolades within the ranks of the media for the objectivity, expertise and generosity of Agency personnel. During 1979 some 139 such briefings were provided and some 100 have been arranged through September 1980, all sponsored by the Office of Public Affairs. Media members consistently praise this program for its unique insights and high quality of analysis.

HANDOUTS

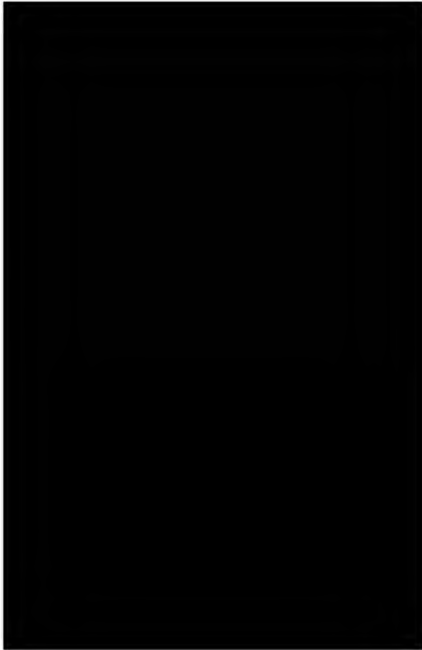
The office has prepared an array of informational materials for the public which are designed to further the public's understanding of the process of intelligence. Heading the list is an innovative informational brochure titled Intelligence: The Acme of Skill, which viewed through the eyes of Agency employees depicts the history, organization, and process of intelligence and its impact on policymakers, and which has proven to be of great value in American classrooms. Other such materials include a factbook, biographic information on senior employees, historical data, bibliographical references, and a host of material of value to researchers. The office has been particularly responsive in providing such materials to high school and college students who request help in researching questions concerning intelligence issues. A major part of this general activity involves the meticulous research that goes into responding to the 60 or so letters received from the public each week seeking answers to specific questions or requesting assistance in locating accurate information.

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The success of the Agency's overall public affairs policy and of the individual programs involved, each with its own set of complexities, is directly attributable to the small but dedicated team of people that constitute the Office of Public Affairs at CIA. A small office by any standards (10 professionals, 6 clericals and 4 working part-time) each continually demonstrates a genuine devotion to being helpful to the numerous American citizens encountered in one way or another every day. Daily courtesies, promptness in responding to requests, and resolving complicated problems are but a natural extension of the high standards set by each of them. Courtesy and responsiveness are the hallmarks of this office, always within the constraints of tight security in a secret organization, which only attests further to the ingenuity of this office and its talented people.

With considerable pride I nominate the Office of Public Affairs of the Central Intelligence Agency for the Congressional award for exemplary service to the public.

Additional Members of Office of Public Affairs, Central Intelligence Agency



STATINTL

Office of  
Personnel Management

Washington, D.C. 20415

August 7, 1980

FERS 80-1770

Executive Registry

80-4955

In Reply Refer To:

DD/A Registry

Your Reference:

80-1889

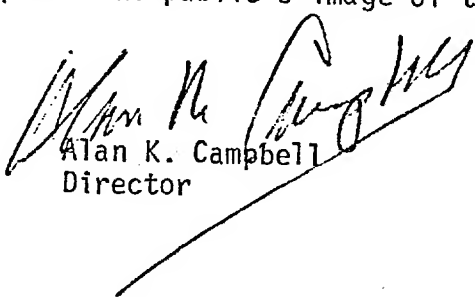
MEMORANDUM FOR HEADS OF DEPARTMENTS AND AGENCIES

SUBJECT: Congressional Award for Exemplary Service to the Public

Government policy requires that Federal personnel display courtesy in all their dealings with the public. This policy, which has been emphasized repeatedly by the President and the Congress, was explained in a statement issued by the Office of Personnel Management on June 3, 1980, and implemented by FPM Special Bulletin #91 dated August 5, 1980.

The Office of Personnel Management provides leadership to the effort to improve courtesy to the public throughout Government. As part of this improvement effort, OPM is cooperating with Congressman Elliott H. Levitas and Congressman Benjamin A. Gilman, in establishing and implementing a program of special recognition for individuals or groups that provide exemplary service to the public, with special emphasis on courtesy. Information, including criteria for these awards and nominating procedures, is attached.

I urge you to support this program by nominating individuals and groups whose exemplary service to the public reflects credit upon your organization and the Government. Positive reinforcement of this kind, and publicizing these efforts, can help improve the public's image of the Federal civil servant.

  
Alan K. Campbell  
Director

Attachment

Congressional Award for Exemplary Service to the Public

Nominations Due: October 17, 1980

Background

The Federal government is judged by its employees and what the public thinks about Government depends upon their contacts with Federal personnel at all levels. Because of this, Federal personnel should be keenly aware of the image they project to the public in all contacts. This includes not only those actually involved in the contact, but others who work in the vicinity who may be overheard and/or observed by the public. Professional and businesslike conduct that leaves a favorable impression on the public and shows concern for our fellow man, which forms the basis for common rules of courtesy, are of paramount importance and must be encouraged.

The Civil Service Reform Act emphasized the concern of both the President and the Congress that Government services to the public be more courteous. Congressman Elliott H. Levitas' particular interest in this matter prompted him to author a provision in the Civil Service Reform Act of 1978 that permits performance standards to include the extent of courtesy Government employees demonstrate to the public. As the agency providing leadership to the program to improve courtesy to the public throughout Government, the Office of Personnel Management is cooperating with Congressman Levitas and Congressman Benjamin A. Gilman in establishing a program of recognition for Government personnel who provide exemplary and courteous service to the public.

Objectives

To recognize and publicize exemplary and courteous service to the public, to encourage a concerned and responsible attitude toward the public among Government personnel, and to underscore the interest of the President and the Congress in the importance of courtesy throughout Government.

Criteria

Individuals, groups or organizations nominated for this award must have demonstrated a degree of courtesy in dealing with their public that exceeds normal expectations; including courtesy, promptness, willingness to "go the extra step," and a general desire to reflect a favorable image of the organization. Nominations are encouraged for candidates who have;

- established innovative procedures for responding to citizens' needs or interests that are more efficient, economic, and/or effective (e.g. development of improved procedures for handling written or telephone inquiries; development of an effective training program for those dealing with the public; establishment of a plan for the use of incentive awards to encourage and recognize outstanding contributions in responding to citizens' needs)

*OPA  
fits this  
criteria*

- consistently exceeded job requirements in dealing with requests for information, materials, or other services (e.g. an individual or group that has received many favorable comments and letters on services rendered the public) *yes*
- performed a special act or service well beyond the requirements of his or her job in direct response to a citizen need or concern (e.g. taking action to deal with a critical and immediate need for help or assistance within a community, or region).

The Award

Honorary recognition in the form of a plaque or certificate will be presented to the winner. Finalists will receive letters jointly signed by the co-sponsors. ✓



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